

HAVE YOU NOTICED "ALKALI IKE" OR "BRONCHO BILL" IN THE MOVIES? HERE THEY ARE

By Gertrude M. Price, The Day Book Moving Picture Expert.

"Ah, goody! there's 'Alkali Ike' again!" A fluffy little lady with a high-piled psyche clapped her hands like a child as she slid into a seat near the front at the north side "movies."

"Say, mister, ain't y'u goin' t' have no 'Broncho Billy' film to-night?" a small kiddy with a good deal of earth's rouge on his expectant face called out as he deposited his ticket at the 5-cent-theater door and made a dive for a front seat.

"Come on, girls, let's go to the nickle show this afternoon. They are going to have a picture with my dear old sheriff man in it—you know the one who always comes in just in time to save everybody from being killed by the Indians."

"Come on!"

Who said personality didn't count in a moving picture show?

There probably isn't any company which has fastened character names to its players as much as the Essanay manufacturers. Here are three of the players who have made their character names household words and a little "inside information" about each.

Broncho Billy!

Surprised? Never saw him look like that? Where's his sombrero and his cowboy costume?

He has 'em still—sure!

But once in a great while Gil-

bert M. Anderson, one of the organizers of the Essanay Film Manufacturing Company—a man of large means—likes to throw off his popular cognomen with his chaps and colored handkerchief just to be himself.

"Broncho Billy," as every one knows him now, didn't always have a bank account, so they say, and fortune and fame looked



about as near the finding as a needle in a haystack.

Now—if stories be true—he has money to burn and there can be no question of his popularity in the "movies."

Anderson writes many of his own scenarios and plays practically all the leads in the western pictures put on by the Essanay stock company at Niles, Cal.